

Claims:

1. A product display device of the type comprising

(a) a wire base structure comprising a plurality of spaced-apart, straight, parallel wire supports extending in a front-to-back direction,

5 (b) front and back plastic base elements positioned beneath and secured to said base structure for supporting said base structure at front and back ends thereof,

(c) pusher means for applying forward pressure to product items supported on said base structure, and

10 (a) a molded plastic barrier panel mounted on said front plastic base member, at a front portion thereof, and extending vertically upward therefrom, above said support structure, to limit forward movement of said product items on said base structure.

15 2. A product display device according to claim 1, wherein

(a) said front base element is formed with a plurality of vertical slots therein, and

(b) said barrier panel is formed with a plurality of downwardly projecting mounting tabs adapted for reception in said vertical slots.

20

3. A product display device according to claim 1, wherein

(a) said barrier panel is provided with a product-identifying logo.

4. A product display device according to claim 1, wherein

(a) said wire base structure is of flat construction, comprising said plurality of support wires and front and back cross bars fixed to undersides of said support wires adjacent to front and back ends thereof.

5. A product display device according to claim 1, wherein

(a) said base structure has front and back ends and at least the front end thereof is of flat construction,

10 (b) front and back cross bars are fixed to undersides of said support wires adjacent to front and back ends thereof, and

(c) extending portions of back ends of at least certain of said support wires are shaped to form hook portions for engagement with an apertured panel.

15 6. A product display device according to claim 4, wherein

(a) said plastic base elements are formed with an upwardly opening, transverse recess therein sized for snap-in reception of said cross bars to accommodate assembly of said base elements to said base structure,

(b) said support wires extending at least a short distance forwardly beyond said front cross bar, and

20 (c) said front plastic base element is formed with support surfaces for engaging at least some of said support wires on opposite sides of said front cross bar,

whereby said front plastic base element is maintained in a fixed angular orientation with respect to said support structure.

7. A product display device according to claim 2, wherein

5 (a) said front plastic base element is formed with a plurality of transversely spaced, forwardly projecting housings,

(b) each of said housings have vertical slots therein,

(c) said downwardly projecting mounting tabs being received in spaces on opposite side of said housings and having flange portions received in said vertical

10 slots.

8. A product display device according to claim 7, wherein

(a) said forwardly projecting housings are formed with generally flat, vertically oriented front faces, and

15 (b) said mounting tab have generally flat portions forward of said flange portions and arranged to be substantially flush with the generally flat front faces of said housings.

9. A product display device according to claim 7, wherein

20 (a) said mounting tabs are formed with rearwardly projecting locking ribs at lower portions thereof, and

(b) said front plastic base element is formed with locking recesses therein for engagement with said locking ribs when said barrier panel is assembled with said front plastic base element.

5 10. A product display device according to claim 1, wherein

(a) said barrier panel is injection molded of a clear, transparent material.

11. A product display device according to claim 1, wherein

(a) said wire base structure comprises more than two wire supports, and

10 (b) rearward extensions of at least two of said supports being shaped to form lugs for engagement with an apertured display panel.